GOVERNMENT OF INDIA
MICRO,SMALL AND MEDIUM ENTERPRISES
LOK SABHA

UNSTARRED QUESTION NO:626
ANSWERED ON:06.02.2017
Production and Export of Khadi
Patle Smt. Kamla Devi;Reddy Shri Mekapati Rajamohan

Will the Minister of MICRO,SMALL AND MEDIUM ENTERPRISES be pleased to state:

(a) the details of khadi products exported and foreign exchange earned therefrom during each of the last three years and the current year, country-wise;

(b) whether the Government proposes to increase the production, sale and export of khadi products, if so, the steps taken by the Government in this regard;

(c) whether the Government has formulated any scheme for setting up khadi industries in the rural areas of the country, if so, the details thereof, State/UT-wise; and

(d) whether the Government proposes to provide fresh financial subsidy to khadi industries in the country, if so, the details thereof, State/UT-wise?

Answer

MINISTER OF STATE IN THE MINISTRY OF
MICRO, SMALL AND MEDIUM ENTERPRISES
(SHRI GIRIRAJ SINGH)

(a): The product wise and country wise details of Khadi products exported and foreign exchange earned during 2013-14, 2014-15 & 2015-16 is given at Annexure-I to III.

(b): Government of India has taken number of steps to increase the production, sale and export of khadi products, the details of which are as under:

â€¢ To enhance the production of Khadi:-
62 new institutions have been enlisted by Khadi and Village Industries Commission (KVIC) during the year. The khadi institutions are also being given improved charkhas & looms under KRDP and SFURTI programme. Khadi institutions are also extended Market Development Assistance for infrastructure and marketing support. Interest Subsidy is also extended to khadi institutions on working capital loan availed by them.
Liberalized approach has been adopted to fix the targets of production & sales to Khadi institutions.

â€¢ To increase the sales & export of khadi products, the following initiatives has been taken:
Institutions are motivated to participate in the domestic & international exhibitions and the institutions are given financial support in the case of international exhibitions.
Domestic exhibitions of different levels namely district level, state level & national level are organized to promote the sales of khadi products.
In order to ensure the quality and genuineness of khadi,"Khadi mark" Regulation have been issued and all Khadi Institutions have been asked to use Khadi Mark labels.

Financial assistance is also being provided for the renovation/modernization of Sales Outlets of institutions as well as Departmental Sales Outlets (DSOs) and State Khadi Village and Industries Boards (KVIBs).

In order to expand the market network and make Khadi easily available to its patrons, KVIC has taken the initiative to open premier Khadi Showrooms known as "Khadi Lounge"and KVIC Franchise Outlets to make available premier Khadi products including designer products.

Efforts have also been made to make available Khadi products on-line by tying up with M/s. Paytm, which has been launched through Khadi Gramodyog Bhavan, New Delhi.

KVIC has been catering to the need of Central Government Departments such as Railways, Defence, Health & Family Welfare Department, Paramilitary Forces, State Governments, etc. for bulk supply under Rate Contract(RC) agreement with Directorate General of Supplies & Disposals (DGS&D) and supply of Non Rate Contract (Non-RC) items like Polyvastra bed sheets and pillow covers to Railways etc.

KVIC has signed a KHADI MARK REGISTRATION AGREEMENT with Raymond and JK Group for promoting Khadi fabrics and ready-mades through Raymond dealers / showrooms / outlets in India and abroad. Raymond will make available Khadi products in

their domestic as well as international outlets. Agreements with other corporates are also under process.

KVIC has applied to register "Khadi" as a word mark and "Khadi India" as a Trade mark in 27 classes for various products among 45 classes listed out in the IPR Act at National Level and has also filed an online application for registering "Khadi" as a trade mark under International Bureau in European Union and other countries under 16 different classes.

Ministry of Commerce & Industry had given the status of deemed EPC to KVIC for supporting the introduction of KVI products in international market. 1064 Khadi and Village Industries Institutions and REGP/PMEGP units have taken its membership to enter the field of export. However, due to inadequate activities and mobilization for exports and commodities directly by the institutions, the EPC status has become defunct.

(c): There is no scheme exclusively in the Ministry for setting up khadi industries in rural areas, however, suitable provision has been made in the Prime Minister Employment Generation Programme(PMEGP) for assistance to set up micro enterprises for production of khadi by individuals.

(d): State-wise details of financial subsidy provided to Khadi institutions under the scheme MDA and ISEC in the country is given in Annexure-IV.